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Introducing Shakleebaby™ and Shakleekids™



**Introducing Shakleebaby™ - Always Safe. Always Gentle. Always Healthy.
Open Order 5/1**

Babies are the most precious gifts in the world. Keep yours happy and healthy with Shakleebaby. Safe, pure, and natural, our pediatrician tested baby care products are formulated to keep your little one's bottoms soft, itty-bitty toes clean, and growing body healthy.



Gentle Wash

Clean, fresh baby. This extra gentle wash is made with organic chamomile and lavender, pH balanced and sensitivity tested to shower even the most tender skin with love. 99% Natural; 76% Organic.

#30108 <http://www.shaklee.net/mimc/>



Soothing Lotion

So soft. Organic sunflower seed oil and shea butter moisturize, and organic chamomile and lavender soothe. 99% Natural; 87% Organic.

#30106 <http://www.shaklee.net/mimc/>



Diaper Rash Cream

Naturally soothing. Zinc Oxide protects baby's delicate skin from wetness, keeping skin healthy and dry, and helps heal diaper rash. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. 99% Natural. 78% Organic.

#30109 <http://www.shaklee.net/mimc/>



Massage Oil

Perfect for massaging baby or moisturizing after a bath. With organic sunflower oil, lavender, and chamomile to moisturize and smooth. 99% Natural, 99% Organic.

#30107 <http://www.shaklee.net/mimc/>



Multivitamin & Multimineral Powder

One of the most comprehensive infant-toddler supplements available, it contains prebiotics to help promote a healthy immune system and bundles of vitamin D to support strong bones and teeth. Star-K Certified. *

#20057 <http://www.shaklee.net/mimc/>

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Introducing Shakleekids™ - Supersmart. Supersafe. Supernutritious.
Open Order 5/1

Behold the powers of Shakleekids Mighty Smart and Incredivites! These dietary supplements are made with supersafe ingredients that bring out the best in kids, like rad vision, smart noggins, and a rockin immune system. *



Incredivites™

Shakleekids Incredivites is the first kids chewable multivitamin in the U.S. with lactoferrin, a protein that helps busy bodies' immune systems stay supercharged. Packed with 23 essential nutrients, it's one of the most comprehensive supplements available - with 600IU of vitamin D to support strong bones and teeth, and 100% of the daily value for vitamins C and E per serving. *

#20002 <http://www.shaklee.net/mimc/>

Note: Vita-Lea® Ocean Wonders™ will continue to be available.



Mighty Smart™

Shakleekids Mighty Smart is scientifically formulated with a power-packed blast of ultra-pure DHA. Essential for early brain development, this omega-3 fatty acid has been shown to support mighty memory, mad concentration, and fierce mind skills. Star-K Certified.

#20058 <http://www.shaklee.net/mimc/>

Shaklee®

product brief

Foundation



Energizing Soy Protein

Sustained Energy Protein Source

Are You Concerned About the Nutritional Content of Your Food?

If so, you're not alone. A 1999 survey indicated that 87% of consumers reported changing their eating habits due to specific health concerns. Among the greatest worries were heart health and dietary cholesterol intake. The major dietary concern (reported by almost half of those surveyed) was reducing fat.¹

Animal protein is a major contributor to the fat in the average American diet. Americans eat plenty of protein, but it is mostly from meat, eggs, and dairy sources, which are usually high in saturated fat and cholesterol.

In contrast, Energizing Soy Protein is high in protein, that is naturally low in fat, and naturally lactose and cholesterol free. It also provides all the amino acids, including the nine essential ones your body needs but cannot manufacture itself. Using the newest methods for assessing the quality of protein, soy protein that given the score of 1.0 — the highest rating possible and equal to that given animal proteins such as those from eggs and milk. Energizing Soy Protein products are also good sources of calcium and iron.

In addition, Energizing Soy Protein provides naturally occurring beneficial plant compounds that are being extensively studied. Soy contains isoflavones, especially genistein and daidzein. These are intriguing to researchers because they are phytoestrogens and may be related to soy's ability to regulate hormonal balance and deliver long-term health benefits.

Some soy protein products are alcohol-processed, which removes isoflavones. Energizing Soy Protein is water-washed to retain naturally occurring isoflavones such as genistein and daidzein. Shaklee uses only non-genetically modified (GMO) soy protein certified through an Identity Preservation Program (IPP). This program assures that the soy we use is tightly monitored and controlled from planting and harvesting to processing.

Choose Shaklee Energizing Soy Protein

The tremendous benefits of soy protein include sustained energy, vitality, and stamina — plus the benefits of naturally



Shaklee Energizing Soy Protein Dietary Supplement

Natural Vanilla Flavor
30 servings #20665

Shaklee Energizing Soy Protein Dietary Supplement

Creamy Cocoa Flavor
30 servings #20670

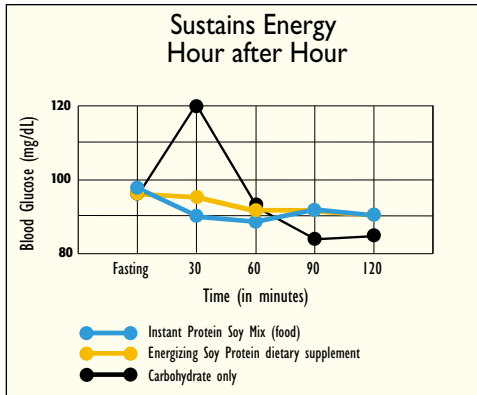
occurring isoflavones compounds not present in meat or dairy foods.

Who Might Benefit from Energizing Soy Protein?

- 58 million people who are concerned about heart health
- People interested in reducing their intake of the typically high-fat, high-cholesterol animal sources of protein and supplementing their diet with a plant-based protein source that is naturally low in fat and lactose and cholesterol free
- Vegetarians or vegans looking for a high-quality protein source that contains no animal products
- People interested in the health benefits associated with consuming soy
- Anyone interested in supporting the body's natural ability to ward off hunger and maintain energy for hours

How Does Shaklee Soy Protein Work to Sustain Energy?

The key to Shaklee Soy Protein's amazing ability to help people feel energized for hours is something scientists refer to as glycemic response.



Glycemic response describes the effect a food has on blood sugar. Foods like a hot-fudge sundae can cause your blood sugar to spike and then plummet rapidly. A short time after you've finished the last spoonful, you feel tired, irritable, and surprisingly hungry considering the number of calories you've just consumed. This is exactly the opposite of how you feel after a serving of Shaklee Soy Protein.

In a clinical study, subjects consumed 110 calories from carbohydrates alone and their blood sugar was measured every half hour. As expected, blood sugar shot up immediately and then quickly crashed. It's this "roller-coaster" response that can lead to feelings of jitteriness, irritability, and hunger.

However, when subjects consumed 110 calories of Shaklee Soy Protein, the results were significantly different. Blood sugar didn't spike, nor did it plummet. Instead, it remained essentially level. The body's natural metabolic balance was undisturbed.

Why Choose Shaklee Energizing Soy Protein?

- 14 grams of protein per serving
- Uses only IPP-certified non-GMO soy protein
- Highest-rated protein quality
- Natural vegetarian protein source
- Naturally cholesterol free
- No saturated fat
- 1 gram of total fat per serving
- Naturally lactose free
- 50% of your daily needs for calcium
- All the amino acids, including the nine essential ones you must get from food

- Water-processed to retain naturally occurring isoflavones such as genistein and daidzein
- Choice of Creamy Cocoa or Natural Vanilla flavors
- No artificial flavors, sweeteners, colors, or preservatives added
- Kosher certified

Heart Health Benefits of Soy

A metaanalysis of 38 studies indicates that consuming protein from soy foods is linked to retaining normal cholesterol levels.² Another study suggests that soy protein may have antioxidant properties that helps protect "bad" (LDL) cholesterol from oxidizing.³

Beyond the potential of soy to positively impact the cholesterol that travels through arteries, soy isoflavones may also support the healthy function of the arteries themselves.* One study showed that menopausal women taking soy protein supplements (rich in isoflavones) experienced a significant improvement in elasticity of their arteries.⁴ This elasticity has been shown to decline with age, a change that is viewed as a risk factor for cardiovascular health. Some scientists are predicting that these isoflavone effects may prove to be as valuable in supporting heart-healthy aging as their potential to retain normal cholesterol levels.*

The American Cancer Society has created guidelines for a healthy diet:

1. Choose most of the foods you eat from plant sources.
 - Eat five or more servings of fruits and vegetables each day.
 - Eat other foods from plant sources, such as breads, cereals, grain products, rice, pasta, or beans several times each day.
2. Limit your intake of high-fat foods, particularly from animal sources.
 - Choose foods low in fat.
 - Limit consumption of meats, especially those high in fat.
3. Be physically active: achieve and maintain a healthy weight.
 - Be at least moderately active for 30 minutes or more each day.
 - Stay within your healthy weight range.
4. Limit consumption of alcoholic beverages, if you drink at all.
 - For people who already drink alcoholic beverages, limit intake to two drinks a day for men and one drink per day for women.

Soy foods fit guidelines 1 and 2 for a health-promoting diet.

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

What Are Phytoestrogens and How Do They Work?

Soybeans are rich in a class of phytochemical compounds called isoflavones, particularly the phytoestrogens genistein and daidzein. Phytoestrogens are remarkably similar in molecular structure to the female hormone estrogen. They are thought to behave in the body like estrogen but at just a fraction of the strength of the powerful estrogens naturally produced by the body. Scientists suspect that it's the relative weakness of these phytoestrogens that may actually work to support and protect our health.

Body tissues that utilize estrogen for normal, healthy function contain estrogen receptors, which bind to the estrogen that circulates in the blood. Researchers have hypothesized that when a diet is rich in soy foods, phytoestrogens may bind to some of these receptors. Phytoestrogens are currently being studied for heart, bone, and breast health.

Soy and Bone Health

Americans typically think of dairy products as the best source of calcium, but there are many other good sources of calcium. In fact, Energizing Soy Protein is an excellent source of dietary calcium, providing 50% of the daily value of this important nutrient per serving.

Protein from soy may also offer bone-health advantages by replacing sources of animal protein in the diet. For long-term bone health, calcium intake is only part of the story. Urinary calcium loss is another factor that contributes to a negative calcium balance. High consumption of animal proteins, which are high in sulfur amino acids, appear to be responsible for this effect.⁵ Soy protein, which has less sulfur amino acids relative to meat and other animal protein sources, may result in less calcium being lost in the urine and help keep calcium in the skeleton. In one study, calcium excretion was found to be 30% lower when dietary protein from soy sources was compared to equal amounts of protein from beef, fish, and chicken in healthy adults consuming a constant amount of calcium.⁶

The isoflavones in soy foods may also help support healthy bones.* A recent study showed that dietary intake of soy products containing isoflavones had a significant positive impact on bone turnover in healthy postmenopausal women.⁷

Soy and Breast and Prostate Health

It has long been known that many soy-consuming Asian populations have better rates of breast and prostate health than do Western populations.

There are many factors involved in prostate health, but a recent, large-scale population-health study suggests soy intake as one of those factors. In this study, men who reported frequently consuming soy milk (which contains isoflavones) were 70% more likely to maintain prostate health during a follow-up period, compared to the men who had little or no soy in their diet.^{8*}

A recent population-health study conducted in China investigated the relationship between soy intake during adolescence and breast health later in life. After adjustments for known risk factors, higher soy food intakes reported during the teen years were associated with significantly better breast health when these women reached their pre- and postmenopausal adult years.⁹ Researchers believe that soy intake starting at a young age and continued throughout life is linked to maintaining breast health.*

Another way that soy may promote heart, breast, and prostate health is by providing protection against oxidation damage.* The soy isoflavone genistein has been shown to have antioxidant properties.¹⁰

NOTE: While the totality of evidence suggests health benefits for soy, scientific opinion is not uniform on the appropriate use of soy by women with a history of breast cancer. We recommend that women with this history discuss the option of soy intake with their physician.

Soy and Menopause

Cross-cultural studies of menopausal women have found that women in Japan experience a smoother transitional period than women in the West.¹¹ Soy foods are commonly consumed in Asian countries, providing an estimated 25–45 mg of isoflavones per day for the average person.¹²

For the menopausal woman, soy has particular interest, as it is studied for both its apparent beneficial effect during menopause as well as for bone-building and helping to retain normal cholesterol levels.*

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Support Material

- Shaklee Foundation Brochure Item #74844 (English), #74845 (Spanish)

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